

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE,
BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT AND
BACHELOR OF SCIENCE IN COMMUNITY DEVELOPMENT**

BCOM 103: PRINCIPLES OF MANAGEMENT

STREAMS: "AS ABOVE" (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 08/04/2024

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO. Don't write on this question paper.**

QUESTION ONE (COMPULSORY)

- (a) Douglas McGregor formulated theory X and theory Y as an approach to understanding the human behavior in employment. As a General Manager of Sonko Retail stores with several branches in East Africa, set out theory Y and theory X assumptions practically showing their relevance in managing employees. (10 marks)
- (b) Examine the applicability of styles of leadership to managing business organizations. (10 marks)
- (c) Discuss any five factors of socio-cultural environment that can affect effective management and performance of organizations. (10 marks)

QUESTION TWO

- (a) Discuss the reasons why general manager of Maisha Company Limited will prefer a centralized organization structure to decentralized structure. (10 marks)
- (b) Explain the process that the general manager of Maisha Company limited can adopt in controlling the organization. (10 marks)

QUESTION THREE

- (a) Discuss five features of bureaucracy as propounded by Max Weber (1864-920) and show how an organization can benefit from them. (10 marks)
- (b) The management of Maji Safi limited has resolved to implement management by objectives (MBO) as the best approach to managing employee performance. Explain the possible merits and demerits associated with this approach. (10 marks)

QUESTION FOUR

- (a) The management of Mazumbuko Public service organization has requested you to present a paper on human resource planning of an organization. In your presentation, explain the importance of human resource planning by setting out the hindrances that can affect effective human resource planning. (10 marks)
 - (b) Describe the skills that managers require to perform their jobs by showing the level that those skills are most required. (10 marks)
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